

The Positive Story for Your Newspapers Today

Suburban Newspapers of America
Classified Advertising Conference

Presented by Larry Maynard
November 10, 2010

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-
- Each of our products has many strengths, though some of us may have lost sight of them
 - Though it is evolving, the foundation of our business is very strong
 - Our goal today is to review what we do very well, and certainly better than anyone else

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For Your Advertisers and Readers

- Your newspaper and online products have:
 - The strongest brand equity in your markets
 - The longest and strongest relationships with advertisers in your markets
 - The most local, regional and national advertising of any sales channel
 - The longest and strongest track record of proven performance for advertisers of any sales channel
 - The most local and regional news of any information channel
 - Audited, verified audience reach
 - For many of you, your websites have more traffic than any other in your market
- *No other media comes close!*

Yet here's an interesting question

- What perception of the newspaper industry:
 - Do your advertisers have?
 - Do your readers have?
 - Do you have?
- How can we better communicate what is real and what is perception?

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The Reported Imminent Demise of the Newspaper Industry

- How long has our industry been hearing this?
 - First reported in the 1930's with the advent of radio
 - Then reported in the 1950's with the launch of broadcast television
 - In the 1980's with the expansion of cable TV
 - In the 1990's when we welcomed the internet
 - In the past three years Linked In, Facebook, My Space, Twitter
 - **AND** ... something new is being developed today as we speak
- Yet newspapers continue to be successful businesses (*though admittedly not as successful as in recent years*)
- You think your competition has increased?
 - In 1980 the average U.S. home received 4 TV channels
 - Today the average U.S. home receives more than 125 TV channels

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The Reported Imminent Demise of the Newspaper Industry

- ***I strongly believe our demise is not forthcoming!***
 - More than 50 million consumers make a conscious decision to purchase a newspaper every Saturday/Sunday
 - Every week more than 400 million people decide to purchase a daily or weekly newspaper
 - Each week millions more anxiously await delivery of their free newspaper
 - And to those who say everyone is getting their information from the Internet – ***61% of adults who used the Internet in September 2010 visited a newspaper website***

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The Reported Imminent Demise of the Newspaper Industry

- Let's say your newspaper's circulation is 20,000 (or 50,000, or 250,000)
 - Question: how many of your local businesses would love to sell 20,000 (or 50,000, or 250,000) of whatever it is they sell to their customers today ... and tomorrow ... and the next day?
- *There is no other consumer/provider relationship of this magnitude ... for any product or service ... throughout history*

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Our New Approach – For Readers

- **News from newspapers (print and online)**
 - 2010 NAA research study shows local newspaper websites rank first among all online sources for:
 - Trustworthiness and credibility for news
 - The most trusted source for online advertising
- Newspaper remain the 'opt in' choice
 - If a consumer misses a TV or radio newscast, do they call to complain?
 - If a TV or radio newscast isn't given, or is pre-empted, do consumers call to complain?
 - What happens if your newspaper isn't delivered? They call.
 - And if someone does call what do we do? We deliver another copy.
- *Now there's a value statement that no other medium can claim!* (C) 2010 - Larry Maynard

Our New Approach – For Advertisers

- What's the perception of what newspaper print and online Classified offers to businesses and consumers today:
 - Recruitment
 - Do you still run ads?
 - Do you know how many ads you average in a week, or a month?
 - You very likely run more local recruitment ads than anyone else, often more than all other competitors combined!
 - Every try to search Monster, Hot Jobs? Not much local there.
 - Real Estate for sale and rental
 - Do you still run ads?
 - Do you know how many ads you average in a week, or a month?
 - You very likely run more local real estate for sale and for rent ads than anyone else, often more than all competitors combined!

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Our New Approach – For Advertisers

- Automotive
 - Do you still run ads?
 - Do you know how many ads you average in a week, or a month?
 - You very likely run more local vehicle for sale ads than anyone else, often more than all other competitors combined!
- Private party
 - Do you still run ads? Garage sale, merchandise for sale, pets for sale, looking for services, etc.
 - Do you know how many ads you average in a week, or a month?
 - You very likely run more local private party ads than anyone else, often more than all other competitors combined!

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In Closing

- Like many industries
 - Newspapers are being challenged to improve their products and services at unprecedented levels
 - Some newspaper companies have been severely punished for what became poor financial business decisions
- However, unlike many industries
 - Newspapers continue to sell hundreds of millions of their product – every week
 - Newspaper credibility is not being questioned
 - Newspaper customer loyalty is unmatched for:
 - Readers
 - Advertisers

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In Closing

- Every newspaper has value in some areas that exceeds it's competitors
- We're in the reporting, story telling business
- Your newspaper has a great story to tell – ***about itself!***
- Your Classified products have a great story to tell – ***about themselves!***
- With some relatively simple changes in how we view ourselves, and in turn market ourselves, we can significantly improve the perception of our products and in turn our success results

How to Improve Your Recruitment Packaging, Positioning and Sales Results

Suburban Newspapers of America
Classified Advertising Conference
Presented by Larry Maynard – November 11, 2010



The History of the Recruitment Category

- Newspapers were 'the source' to connect employers with candidates
- Until a few years ago newspapers were the only advertising channel to do so
- In most cases recruitment ads were the 'most valuable space in the paper', *i.e. the highest rate and most profit*
- Advertisers were pro-active
 - They found the newspaper on their own
 - They figured out the need and value on their own
- Volume varied by local need, the unemployment rate, etc. but by and large the ads continued to come

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The State of the Recruitment Category Today

- Newspapers are no longer viewed as the only source to connect employers with candidates
- In some cases newspapers are no longer viewed as the primary source
 - The Internet in general
 - Online competitors
 - A company's own website
- The ads are no longer coming in on their own
- Advertisers are no longer figuring out the newspaper's value on their own
- ***Passive newspapers are still waiting for ads to arrive***

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The State of the Recruitment Category Today

- How much has competition grown?
 - Company-owned websites
 - Factories, hospitals, insurance companies, etc.
 - Online
 - Monster, Career Builder, Yahoo Hot Jobs
 - Walmart.com, SnagaJob.com, SimplyHired.com
 - Craigslist
 - Some of these have problems
 - Majority of ads are out of market
 - Credibility and quality of ads (see Craigslist recent issues)
- ***They offer no local connection – your job listings match local businesses with local candidates***

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The State of the Recruitment Category Today

- Why have the online competitors grown?
 - By aggressively marketing
 - By pro-actively creating ***'the perception of their value'***
- Why have they successfully taken business away from newspapers?
 - Primarily due to the absence of a strong, pro-active newspaper sales effort
 - Without a strong newspaper relationship base
 - They created the ***perception*** of needs the newspapers didn't fill
 - And then positioned themselves to fill the needs they created
 - ***By not aggressively marketing and selling, newspapers allowed that void to exist***

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What's the Online Recruitment Reality?

- According to the Suburban Newspaper Assn./Borrell Associates 'Recruitment Outlook 2009' report
 - Newspaper Recruitment revenues will bottom out in 2009 and start to grow in 2010
 - Several potential large job categories exist today
 - 22.1 million people said they plan to job search in 2009
 - 16.9 million (76%) have internet access
 - Only 9.1 million (54%) said they will use the internet to job search
 - ***13 million active job seekers will not use the internet***
- Though hiring is down, more than 3.7 million openings are expected in 2009
- The report has great information and is available free to SNA members, \$395 for non-members, at:
 - www.suburban-news.org/Resources/Research.aspx

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How Do Many Newspapers Handle Recruitment Ads Today

- For local companies with hiring needs
 - ‘Everyone knows our paper’
 - ‘Everyone who has a position to fill will call us’
- For out-of-market agencies
 - ‘They’ll find us’
 - ‘They’ll figure out what our value is to their client’
- ***If you’re still waiting for the ads to arrive, how’s that working out for you today?***

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Don’t Worry!

- All is not lost
- You are in control of the next chapter of this story
- Just because you haven’t done some things so far doesn’t mean you can’t start doing them better today
- The steps you take today will:
 - Result in increased sales results (i.e. lower declines) in the near future
 - Improve your position to succeed with potential advertisers and agencies when the economy improves
- ***If you wait until things get better it will be too late!***

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How to be More Successful in Today's Recruitment Environment

- Approach Recruitment as you would any other revenue category
- Create sales and marketing materials specific to the recruitment category
- Rate cards – many newspapers:
 - Make recruitment a small element of a large rate card
 - Have print, TMC, online and other rates listed in different areas
- Don't expect potential advertisers to sort through an 8 or 12 page rate card, find the recruitment rates, and understand them
- **They don't need to be overwhelmed or impressed, they just want the information they need to make a buying decision**
- The most successful sales efforts (see Monster, Hot Jobs, Careerbuilder, etc.) clearly lead the advertiser to the story they want them to hear
- You can do the same by creating a clear, concise media kit focused on recruitment
 - **Make it clear and simple!**

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POST-BULLETIN RECRUITMENT ADVERTISING

Effective October 1, 2008

The Post-Bulletin is THE Jobs Marketplace in Southeastern Minnesota!

On an average month: **Rochester Post Bulletin carries more than 3,000 job listings. Austin Post Bulletin carries more than 1,500 job listings. www.PostBulletin.com carries more than 3,000 job listings.**

Largest Employers in the Rochester Area

Mays Clinic	80,430	Medical/Hospital
IBM	4,800	Electronics/Computer
Rochester Public Schools	2,280	Education/Services
Hormel Foods Corp.	2,415	Meat Packing/Plant
Quality Park Properties	1,220	Meat Packing/Plant
Olmsted County	1,200	Government
Olmsted Medical Center	1,019	Medical/Hospital Services
West Stars & Scent Club	862	Retail
Flykes (North, South, Baraboo)	860	Grocery/Retail
Austin Medical Center	653	Medical/Hospital
City of Rochester	847	Local Government
Circle K	723	Subsidiary Retail
Charter Communications	635	Cable Telecommunications/High Speed Internet
Sunshine Hotel Properties	600	Hotel/Restaurant Services
Austin Public Schools	500	Education/Services
Target	500	Retail
RSC	500	Post Secondary Education
Service Foods (2400mgd)	490	Food Processing
Frederick Medical Center	453	Corrections/Medical
Schwab Printing	370	Printing/Publishing
Benchmark Electronics	340	Contract Mfg./Design/Engineering
Sensation Software Inc.	225	Health Care of Aging
Moravich (North & South)	215	Home Remodeling/Retail
Managed Foods/Rompage	210	Food Processing

Source: Rochester Area Economic Development, Inc. (RAEDI) - 2007
City of Austin, MN - 2008

CLASSIFIED ADVERTISING GUIDELINES

Parties submitting advertising material do so subject to the following terms:

The Post-Bulletin reserves the right to make, properly classify, or reject any copy or illustration which does not meet its standards of acceptance.

It is the responsibility of the advertiser to check ads for errors after the first publication. The Post-Bulletin assumes no liability for errors or omissions which are the fault of the advertiser. If an error is not the fault of the advertiser, we will be glad to re-run the advertisement for the advertiser's benefit at the advertiser's expense. The Post-Bulletin assumes no liability for an advertiser's account of errors or omissions of the advertising material classified shall in no event exceed the amount of the Post-Bulletin regular charge for a single publication of the advertisement which was inserted in which the error occurred. Claims for advertisement which have not been inserted in the Post-Bulletin will not be accepted.

As an advertiser, you are not responsible for the time and effort required as a result of any error on the part of the advertiser. The ad will be resorted and changed at the advertiser's expense. Every reasonable effort will be made to place classified display ads as close to the applicable classification as possible. Ad-related materials appearing in this newspaper are the property of the Post-Bulletin and not of the advertiser.

Advertiser assumes the liability for all statements, claims and responsibilities in advertisements prepared and submitted to the Post-Bulletin. The Post-Bulletin assumes no liability for any claims against the Post-Bulletin resulting from the advertisement.

Recruitment Advertising

Post-Bulletin Classifieds

Your Community Marketplace

local STUFF local HOMES local AUTOS local JOBS local STUFF local HOMES local AUTOS local JOBS local STUFF local HOMES local AUTOS

PLACE YOUR CLASSIFIED AD ONLINE AND IN PRINT!

The largest employment source in the market!

Post-Bulletin The JobNetwork

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How to be More Successful in Today's Recruitment Environment

- Dedicate outside sales assets to develop the revenue
- Successful newspapers today manage Recruitment the same as any other key revenue category
 - There are ads out there waiting to be sold
 - With an assigned sales rep – your Recruitment Specialist
 - Calling on large and mid-size local companies
 - Preparing packages for smaller companies to be mailed, emailed, hand-delivered, etc.
 - Developing relationships ***with accounts and agencies***
 - Building a contact base
 - Identifying current and potential opportunities
 - Positioning the paper for immediate and future success

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How to be More Successful in Today's Recruitment Environment

- Develop a sales action plan
 - Local accounts
 - Secure a list of companies in your market with # of employees (from chamber, local gov't., etc.)
 - Identify active and inactive recruitment advertisers
 - # of insertions, inches and revenue by month if available
 - Get reports for previous 36 months if available
 - Summarize by each 12 month period (equal to one year)
 - Looking at past 12 months only gives part of the story due to declines, need to research farther back to identify broader potential

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How to be More Successful in Today's Recruitment Environment

- Agencies
 - Secure a list of recruitment agencies, include those you:
 - Currently do business with
 - Have done business with in the past
 - Have yet to do business with
 - Resources include the NAA, SNA, Agency Redbook, other newspapers your company owns, newspapers your company doesn't own, etc.
 - The Recruitment agency sales process is similar to selling National advertising
 - You may not sell an ad on the call
 - You must make sure they have your information and are familiar with your products for when a buying needs arises
 - ***Never assume they will find you or understand your value***

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Third Party Partnerships

- Finally, consider whether a third party partnership makes sense for your needs
- Possible partnerships include, but are not limited to:
 - The Job Network
 - Monster
 - CareerBuilder
 - Yahoo
 - Customized multi-newspaper networks (co-owned, papers in your area, papers contiguous to your market, etc.)

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What did we learn today?

- Recruitment continues to be a very valuable advertising revenue stream, at a high profit margin
- The category has become much more competitive
- Newspapers have allowed competitors to create the perception of their higher value and results
- Research shows about half of the people searching for a job use the internet to do so – ***this is the perception, not the reality!***
- You have the power and ability to take back control of this important advertising category

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What did we learn today?

- The Recruitment category must be approached and worked like any other category
- Sales opportunities exist, immediate and long term, but must be pro-actively sought out and earned
- You must much more aggressively promote and sell our products with a clear, concise sales message unique to this category
- ***If you expect advertisers to find you, to figure out what your value is to them, to figure out your rate cards and promotional materials, you will continue to see the same results you see today***

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Success Story: Giant Job Sections In a Terrible Market

Positioned our products as the best local resource for recruiters and job candidates in Las Vegas, and added key features such as job fairs & job seeker workshops

The Result:

- Five times this year we produced large special jobs sections despite 15% local unemployment
- Sections translated into Spanish online and reprinted in standalone Jobs Today Weekly



Success Story: Seek New Services

With rentals hot, we sought a way to help landlords while generating additional dollars from each listing

The Result?

For The Landlord

- A new way to find qualified tenants

For Tenants

- Saves time and money by only looking at properties they qualify for

Our Site

- New service that differentiates our product from the competition



More Best Practices for Revenue Generation

- Create new markets by launching new niche sites
- Niche sites can reach fast-growing or underserved market segments, which allows you to target your competition before they target you



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Sun-Times Media Presentation

December 9, 2010

Connecting with real estate clients across Chicagoland and NW Indiana



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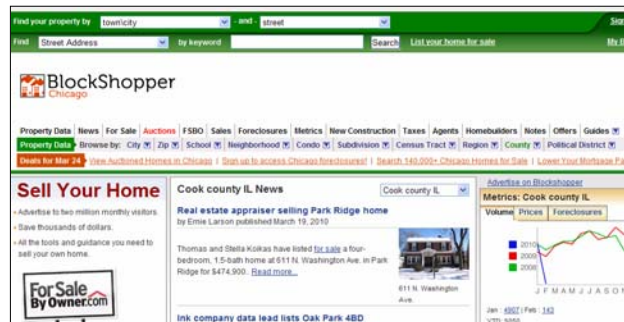
Market Wants

- Individual agent branding
 - Turning back towards traditional print plus unique online opportunities
- Exclusivity
 - Premium ad positions in print and online
- Inexpensive and cost effective programs
- For online advertising, unique programs
- SEO (Search Engine Optimization) to promote the agent and their own website's

Finding Solutions to Those Market Wants

Partnership with BlockShopper.com Who is BlockShopper?

Founded in 2006, BlockShopper is a local news and market data service. It is a website that is the ultimate hyper-local real estate research tool.



BlockShopper- Sample Information on a Property

- [Handyman](#)
- [Remodelers](#)

[View all local service guides for 1424 N. Austin Boulevard](#)

Street Aerial

Owner: [Opal Eva Susan Smith](#) (as of September 2008)
[Send a message to the owner of 1424 N. Austin Boulevard](#)
[Do you own 1424 N. Austin Boulevard? Claim this home!](#)

[Get Mortgage Rate Report for 1424 N. Austin Boulevard](#)

SALES HISTORY (2001-PRESENT)

\$265,000 on January 28, 2010
B: [Henry Corbett](#), [Ilia McQuillan](#)
S: [Susan Marie Smith](#), [Eva Smith](#)

ABOUT THE PROPERTY [Click HERE for a Free Remodeling Analysis](#)

County/Region: [Cook county, IL / Western Suburbs](#)
Year built: 1923 | **Builder:** N/A
Square footage: 5,567 sq. ft. (land) | 3,840 sq. ft. (living)
Baths: 3.0 | **Stories:** 2
Census Tract: [8121/East of Taylor Park](#)
Property Taxes: \$9,029.53 (2008)
High School: [Ort High School](#)
Elementary School: [Young Elementary School](#)
Political Districts: [Ward 29- Ald. Isaac S. Carothers](#), [U.S. Rep. Danny K. Davis \(D-07\)](#), [State Rep. LaShawn K. Ford \(D-08\)](#), [State Sen. Kimberly A. Lightford \(D-04\)](#)
[Get a free custom property tax analysis for 1424 N. Austin Boulevard](#)

BlockShopper- Real Estate Market Data

Property Data | News | For Sale | Auctions | FSBO | Sales | Foreclosures | Metrics | New Construction | Taxes | Agents | Homebuilders | Notes | Offers | Guides

Sales | Browse by: City | Zip | School | Neighborhood | Condo | Subdivision | Census Tract

Deals for Mar 24 | [View Auctioned Homes in Chicago](#) | [Sign up to access Chicago foreclosures!](#) | [Search 140,000+ Chicago Homes for Sale](#) | [Lower Your Mortgage Payment](#)

Chicago Sales

Browse by Region:

or Choose your City:

Chicago Cities	Homes	Sales Volume	2010 (YTD)	2009	2008	2007
Aurora	36,734	1,353	219	1,492	1,813	2,558
Evanston	25,778	1,197	178	1,173	1,241	2,048
Chicago-Englewood	10,241	1,182	84	1,328	1,253	1,438
Chicago-Lake View	25,092	1,135	85	1,186	1,492	2,072
Naperville	25,932	948	113	935	1,028	1,346
Chicago-Austin	13,219	939	75	1,045	838	947
Palatine	23,614	935	63	976	876	1,309
Chicago-Lincoln Park	20,439	859	82	852	1,186	1,685

Sales: Chicago

Historical | 2010 | 2009 | 2008

2001: 130,556 | 2004: 183,855 | 2007: 119,000
 2002: 154,683 | 2005: 186,380 | 2008: 87,000
 2003: 165,318 | 2006: 162,648 | 2009: 86,700

Now, get your choice of the **hottest 3G Smartphone** at huge discounts!

Opportunities and Benefits From Partnership – Print

Premium Position Display Ads on the BlockShopper print page

Benefits to the advertisers:

- Exclusivity
- Adjacent to desired local content

Results:

- Mainly purchased by Real Estate Agents to brand themselves
- Other categories purchasing are builders, home improvement, insurance agents



Listing News Releases on the BlockShopper print page

Benefits to the advertisers:

- Exclusivity
- Adjacent to desired local content
- Unique
- Editorial feel
- Simple- no work for the agent
- Runs online for additional exposure and SEO improvement



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Opportunities and Benefits From Partnership – Online



Market Expert

Benefits to advertisers:

- Exclusivity
- Simple- automatic, no work for agent
- Individual agent branding
- Inexpensive

Results:

- We sell based on markets that we categorized into A, B, and C tiers
- We sell in 3 month, 6 month, and 12 month increments



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SNA Webinar: 2010 Classified Conference Wrap-Up

BlockShopper Contact: Brian Timpone brian@blockshopper.com

Sun-Times Media Contact: Andy Walter awalter@suntimes.com

Thank You!



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**TURNING THE TABLES ON
PRIVATE PARTY**



Bill Casey, Suburban Life Newspapers
Deb Weller, York Region Group, Metroland
Beverly Crandon, Metroland Digital

November 12, 2010

Private Party

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Turning the tables on private party requires more

twitter



Corkin.com

facebook



fotobabble



ListSafer^{DATA}



Turning the Tables on Private Party

November 12, 2010

Private Party

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Turning the tables on private party requires more

- Brand Awareness
- Structure
- Prospecting
- Revenue Generating Ideas
- CUSAT



Turning the Tables on Private Party

November 12, 2010



SHOW ME THE MONEY: REVENUE-GENERATION BEST PRACTICES

Rebecca Bradner – Stephens Media
Bev Crandon – Metroland Media
Craig Besant – Gatehouse Media
Moderator: Tony Lee – Adicio Inc.



SUCCESS STORY: EMBRACE FREE & UPSELL EVERYTHING

Changed our online classifieds model for homes, cars & general merchandise from fee-based, print-only ads to free with lots of upsells



The Result:

- Ad count up 89%
- Pageviews up 135%
- Online classified revenue now surpassing level when ads were fee-based
- Jobs next...

